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Examiner Raquel Alvarez	USPTO – GAU 3622 Re: 09/780,995	1-571-273-8300	
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Date	Client/l	Matter Number	
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Frances Doyle

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors:

Ken KUTARAGI et al.

Serial No.:

09/780,995

Filed:

February 9, 2001

Title:

IN-CONTENTS ADVERTISING METHOD, IN-CONTENTS

ADVERTISING SERVER, AND PROGRAM-

TRANSFERRING MEDIUM FOR REALIZING IN-

CONTENTS ADVERTISING

Examiner:

Raquel Alvarez

Art Unit:

3622

Confirmation No.:

5881

Attorney Docket No.: 100809-16225 (SCEI 18.302)

January 17, 2007

Mail Stop Amendment Commissioner for Patents P. O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office action mailed October 19, 2006, Applicant hereby requests that the above-referenced application be reconsidered based on the following:

- I. Amendments to the claims appear on page 2 of this paper; and
- II. Remarks begin on page 12 of this paper.